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FROM THE DESK OF  
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We have designated April 2-8, as "Grow More In '44" week.

American farmers who have broken production records for seven consecutive years--twenty million Victory Gardeners--and the non-farm people who worked on farms and in food processing plants--should be given public recognition for the service they are rendering to make "Food Fight for Freedom."

We want to establish a new awareness of the challenging war job the farmer is about to undertake in 1944--an appreciation of the obstacles he faces--a realization of the tremendous management problems to obtain all-out production within cropland capacity and wartime shortages.

We hope to create a realistic appraisal by the non-farm population--men, women and youths--of their responsibility in the food production program to the end that they will help on farms, help process and preserve food, and grow more in their Victory Gardens. The need of their help is urgent.

We are asking all organizations and all government agencies to cooperate in the observance by dedicating their efforts and regular meeting periods to thanking the farmer and his city helpers--urging a greater effort to - "Grow More In '44".

A better understanding of the food program and its problems will create closer cooperation and build for success on the food front.

*Marvin Jones*  
War Food Administrator

## GROW MORE IN '44

A weary soldier chewing canned meat and biscuits in a foxhole... A plane welder washing down a noonday lunch with milk... Thin, unsmiling children and gaunt parents hungrily eating bread and soup in devastated Europe...

These are the reasons we need to Grow More in '44.

About 13-14 percent of our food will be set aside for military requirements this year. Our armed forces expect to have 11.3 million men in uniform, including an additional 2.5 million men overseas, by the end of the year. The average soldier eats half again as much food as he did in civilian life. A 270 day food reserve is required for every man overseas.

Present allocations call for sharing 11-12 percent of our 1944 food supply through Lend-Lease. The advance of United Nations forces liberates millions of underfed men, women and children. Our military strategy and our hopes for a lasting peace prompt us to help keep these people alive, fighting and working alongside of us. The food we send our Allies works for victory.

U. S. civilians, working harder and having more buying power than ever before, are to receive about 75 percent of our total food supply, which is the largest in all history. They will have as much food as the average total food supply in the 1935-39 period, and -- in terms of calories, proteins, minerals, most vitamins, etc. -- will be better fed than before the war.

American farmers have broken all food production records for 7 years in a row... 20 million Victory Gardeners produced 8 million tons of food last year... 3½ million men, women and youth volunteered for emergency work on farms in 1943.

But this year brings even greater demands for American food. Farmers are out to plant 19 million more acres... the Victory Garden goal is 22 million gardens to grow 10 million tons... and 4 million volunteers are needed for farm work.

## New Impetus to Grow More in '44

We have an opportunity for new motivation of town and city people to grow gardens and help on farms -- an approach that will likewise boost farmer morale and make food production a united, work-together war job. This impetus can be gained by telling urban people the farm story: how farmers are smashing all records for food output despite shortages of machinery, transportation and other facilities; how farm operations have to contend with changeable weather and other hazards; how farm families are working longer and harder than ever; how city, town and farm people together are overcoming the manpower shortage; what a tremendous management task it is to meet goals for the right amounts of individual agricultural commodities.

An understanding of the job farmers are doing and what they are up against will show urban folks the crucial need for their help and support. Knowing that folks in town are behind them will encourage farmers to outdo themselves. Mutual understanding and a cooperative spirit will give both urban and rural producers a psychological lift to make food fight for freedom.



Town and City Meetings

Perhaps the best way to accomplish this purpose is to have farmers themselves tell their own story before town and city groups — groups such as Victory Garden committees, farm labor committees, assisting in local recruitment, schools, and the local chapters of national organizations.

Farmer committeemen will be ready to speak, along with speakers on Victory Gardens and Crop Corps recruitment, before groups requesting them. In most cases this can be done at the regular sessions of the groups indicated, but in some instances local arrangements may be made for special meetings.

Responsibility for providing speakers and information is arranged as follows: AAA for farm production, Extension Service for Crop Corps, Defense Councils for Victory Gardens. In a Grow More in '44 Guide which will be sent to these three agencies, it is suggested that the State Extension Director, the State AAA Chairman and the State Defense Council Chairman get together and work out plans for each state; it is further suggested that a similar session be held of the County Agent, the AAA County Chairman, and the Chairmen of local Defense Councils in each county. The roster of speakers arranged by these people will be in the hands of the County Agent, unless local determination is made otherwise.

Town and city groups desiring information and farmer speakers, as well as Victory Garden and Crop Corps speakers, may therefore put in their requests to the County Agent.

The best time for such meetings is during Grow More in '44 week, April 2-8, when there will be a good deal of support through national media. However, if this particular week is not feasible for various groups, the objective of gaining better farm-city understanding is of course opportune at any time. Groups desiring farmer speakers should have their meetings as soon as possible because farmers get very busy once planting starts.

Other "Grow More" Activities

In addition to meetings of the type indicated, plans for the special Grow More in '44 observance include the following:

1. Fact sheet (revision of the one you are reading), for distribution on request.
2. Grow More in '44 Guide will be sent by Extension Service, AAA, and OCD to the state and local people who will be planning their part in the Grow More in '44 observance.
3. Information aids for the agricultural agencies involved in the production job will be supplied, including a Farm Production Manual with supplements that can be inserted into a loose-leaf notebook.
4. National radio program, possibly on April 2, being arranged through OWI. Groups can be urged to listen in. Local stations can plan follow-up programs, Assistance to be given by State Extension Services and County Agents.

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5. Movie on food production, being produced for release to movie houses about March 15.
6. Newspaper activities, including ads and special features. To be arranged through the Office of War Information. Local follow-up through State Extension Services and County Agents.
7. Press releases on Grow More in '44 events will be issued by the U. S. Department of Agriculture.
8. Feature stories on food production will be supplied to magazines, feature syndicates, publications of national organizations, etc. on request -- Office of Information, U. S. Department of Agriculture, Washington 25, D. C.
9. Store displays will be suggested in Retailers War Calendar. Likewise newspapers and local groups may want to encourage similar exhibits.
10. Meetings of farmers may be held in some areas where agricultural officials determine that rallies are needed to meet planting goals.